How the Voters Are Reached Through the Printed Page

By Osborn Spencer,

publicity work of the execuive campaign committee in a Presidential year is complete, stly and delicate. First-class judgment, good news sense, money and practical business are prime requisites if it is to be etively and well.

acturing and distributing the ts is a highly important part Executive committee's publicity It involves the complete organiinduct, and final winding up of s of from \$250,000 to \$500,000 in onths at the outside. When the starts late, the work is somedone in twelve weeks, One e was only ten weeks between

irting of the document mill by the big parties and the last week er, after which, of course, there use trying to distribute docu-

year the management of the it mill was given over to a very gentleman, whose politics was hable from the standpoint of party, but who had mighty littical knowledge of printing, the of paper, or any other of the be ought to have known about r to do the work as it should be Also, he owned no printing of-dile his executive ability was a ble quantity, and he had never lout a big, brisk business opera-

unity, he made a mess of. His wider from the committee was for copies of a four-page "doc," and ar orders for 2, 4, 5, 16, 24 and 32 "docs" came to him with bewill rapidity. At that time he hardw what the printing facilities of York City were, and, the orders the committee being all of the sort, he placed them when-ould, sometimes without stopask the price. In a few cases t even to make memoranda of t shops where he left the work, out two weeks, when the comto get straightened out, an for 200,000 copies of the text-book, me of 300 of 400 pages, was at him. He had felt that he wamped before, but that order tely snowed him under. From as one in a long, hideous, com-

party was conducted by another party man, who, like the printer, was a novice at the ich he attempted. In order to the 10,000,000 documents a week nt by the printer, the shipper I a whole building and engaged a boys and girls-to bundle and the documents

while, the printer, finding it im-Job offices, was obliged to rent put in printing presses ulnous expense. He also had bize a big force under union hich of course were not softause his was political work nted in a hurry. When he final-well under way, a continuous of heavily-laden trucks was irs through every day and Suno the establishment of the ship-nd it was only a short time after

tek before the election the ship ad ten of twelve millions of un-ed "does" of every shape and size s lofts, with the certainty that was no possibility of getting them to the distant States, for which of them were intended, in time oper distribution.

oper distribution.

I last resort, the shipper conclud-distribute the surplus "docs" in York and vicinity, and during the week of that campaign he had y trucks, each accompanied by hree men, handing out leaflets, and booklets, each containing political doctrine as his party ed it, from door to door in New

Brooklyn and Jersey City,
of the humors of the situation
from the circumstances that one
50,000 "does" printed in Finnish
parceled out in a neighborhood
there were no Finns, while anlot of 75,000 "does," printed in rian, was dumped in a section of yn where practically all the peo-d Scandinavian and nothing else, brings up that branch of an lve committee's publicity work as to reach voters who read only mknown tongues" such as Magussian, Swedish, Yiddish, Polish le like, not to speak of the com-of the foreign languages, such as in, French, Spanish and Italian must be reached both through various tongues and also through wspapers which are published rly for their perusal. accessity of organizing a bureau

as purpose was discovered rather in the campaign one year, and its obtain was placed in the hands fan who spoke and read English He began by advertising for extranslators. When he reached his next day he was faitly ever next day he was fairly over-ed by the long line of appli-

the were spectacled Germans who sed to know all the European lange over written or spoken well to reproduce in them all any cal argument ever devised; there deeply brunette gentlemen and from every part of central and from every part of between the second from every part of central and from every part of central and from every part of central and from every part of Asia bree Armenians showed themselves as the annual second from every part of the second from every part of central and from every par

s, Spaniards Gauls. Montenegrins poles—all Europe and part of Asia three Armenians showed themselves as the applicants) were in line waitto be hired as translators. first the man was utterly at a what to do but he recovered himand, forming them in line, received in order. Those who could not tair English he dismissed at once, aning that no matter how perfect knowledge of their own tongues, could not set along without a bugh knowledge of English.

Ying thus sifted out about a dozen the sixty or seventy, all told, he each in turn read a paragraph some document printed in English.

Siave, Boneand a kind of choic severe that he had a me Chamberlain's Colic hoea Remedy that I him out, and according that no matter how perfect knowledge of their own tongues, could not set along without a bugh knowledge of English.

This remedy never here the wait to be hired as translators.

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The crow wait up ford was called and them he had a me Chamberlain's Colic hoea Remedy that I him out, and according the fellow was abday. The incident of Mr. Gifford's me Argus.

tion into the tongue he professed to understand best. If the impromptu translation was managed with apparent confidence and certainty, the applicant was accepted, otherwise not. By 12 o'clock noon on that day the translation of the documents into the unknown tongues was well under way. Getting it started was an easy task compared to the job of having the matter set in type after translation, but that is another story.

The same man looked after the in-sertion of sound political news and views in various newspapers printed in some eight or ten different tongues. Each of these papers professed to be Each of these papers professed to be quite orthodox in politics, yet cach was so pressed for ready money that it would be necessary for the committee to do something in a financial way to help them along before they would swing into line. The method adopted, as it always is by both parties, was to purchase outright a certain number of copies of each issue and pay over the copies of each issue and pay over the money weekly. There was, of course, no suspicion that there would be an effort to evade printing and distributing all the copies called for, yet the man in charge felt constrained to put a check upon them by establishing a

ally see that the papers were printed and sent out. Also there had to be a corps of polyglot proofreaders to look over the proofs of the matter set up for publication to see that the sense of it had not been muddled or reversed by careless translation. by careless translation.

No less important than either of these

divisions of the committee's publicity work is the local press bureau. It is one of the first departments to be organized by the executive committee, and there is generally a scramble among ambitious newspaper men, with political leanings, to get the job of conducting it. And, as at least half of the National committeemen generally have a candidate each, there is often more or less of a squabble before the bureau de got down to a good, solid working basis. Sometimes this isn't accomplished until two or three big breaks have been made by the bureau; sometimes the breaks have been serious enough to require

complete reorganization.

It is a very good thing for a young newspaper man to have a chance at committee press bureau work, espe-cially when the party is successful. The man who ran the bureau much of the time for the Republican committee twelve years ago made himself well known to the newspapers of the entire

and then make an impromptu transla- | country through the thousands of letters that were sent to the editors with his name for the signature. He also made his headship of the buréau a step-ping-stone to a degree of prominence of local politics that led to his election as a member of the House of Representa-tives and the chief editorship of a met-ropolitan daily. Four years later a young journalist who was fortunate chough to connect himself with the press bureau made such an impression

on the big men of the party that he was appointed assistant to one of the most important Cabinet ministers Another young newspaper man who did Press Bureau work at executive headquarters pleased so well that the Vice-President took him up and made him secretary, from which post he graduated into an important place in

big corporation. It would seem desirable that the Press Bureau should be so organized as to be in direct relations with the Document department and all the other branches of publicity work done for the Executive committee, but it is not always so, and occasionally this leads to embarrassing differences between the statesmen sent out by one branch and another of the publicity service.

The work of the Press Bureau proper is divided broadly into two parts. The local bureau gathers from the committee and its callers all the information it can that seems likely to put a good front on the situation, so far as its own candidate is concerned. This informagraphed typowritten sheets to the local newspaper men. They call for it at certain specified hours—at 12 o'clock midday, say, for the afternoon papers, and at 6 or 7 o'clock in the evening for the morning papers. The information furnished by the Press Bureau is not argumentative, but strictly informatory, as a rule, such as news about the personal movements of the candidates and other political stars.

Occasionally important interviews by party leaders are made public through this channel, though, in such instances, extra copies are often sent privately to the editors of the strong party organs in order to insure proper attention from the men who actually direct the papers. So far as the Press Bureau is concerned, newspapers of all political faiths are treated exactly alike, and the Associated Press and other news bureaus get the same copy as the pa-pers, that the news may be sent away by telegraph. Of course, in these days, local Press bureau is maintained in deago as well as in New York. Nat-

the Professor in another direction by saying: "Eut is it not true that ten

drunkards are being made while one is being saved? And is it not fair to pre-

sume that the sermons of the preach-

sume that the sermons of the preachers will have their influence upon legislators who strive by statute and ordinance to safeguard the young man who, in the formative years of his youth, is quite as likely to choose the right path as the wrong?".

"You may be right so far as you go, but your premises are referenced."

but your premises are not altogether correct. We have laws enough already;

we do not need any more, but those that

to minors, but it is no unusual eight to see boys who are still in their teens under the influence of liquor. You will

agree with me that preaching sermons will not remedy the evil, and you must

agree, whether you will or no, that the passage of more laws will not save the

men that are being reached by the Sal-

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eThe Crystal Cafee

Open day and night Tel. 201-Y. Tray Orders Solicited.

239 MAIN STREET.

G+G+G+G+G+G+G+G+G+G+G+G+G+

we have should be enforced. laws prohibiting the sale of

urally this complicates the whole business somewhat, since sometimes the statements sent out from the bureau in the East may fail to "gee" with state-ments sent out from the bureau in the

middle West. Naturally there are always a lot of second-rate politicians who haunt the Press Bureau, carrying interviews with themselves, all written out, in their pockets, which they are glad to turn over to the head of the Press Bureau, beginning the press because the press Bureau, hoping thereby to get their names in the papers, and naturally that Press Bureau head is counted most successful who knows just how to draw the line; who knows whose interview to send out broadcast, and

whose to suppress. There was once a Press Bureau There was once a Press Bureau man who turned down the statements of an important Senator from a sovereign State on the same day that he accepted and distributed the specious but worthless vaporings of a politically nobody who had only a smoothly-froned silk hat a long, spotless black frock coat, perfectly creased trousers, and an exceptionally ofly tongue to recommend him. After that tongue to recommend him. After that the chairman made a rule that either himself or some member of the committee should look over all the Press Bureau copy just before it was given out to the reporters, though, judging from some of the matter sent out by the Press Bureaus in 1900, the rule was not enforced that year.

More carefully watched, perhaps, than the work done by the local branch of the Press Bureau, is the "copy" sent to the weekly and other party publications issued in the smaller towns and country villages. Possibly the greater care taken is due only to the fact that there is more chance for the fact that there is more united to care, since it is sent out only once a week, while the local bureau's copy is issued twice a day. Some years this matter has been sent to the weekly parers in the form of plates, ready to pers in the form of plates, ready to print, a page going each week to every paper asking for it, at the committee's

One year the two committees spent about \$5000 a week between them in this way, but more recently it has been the plan to furnish the matter free to the various press associations, co-operative publishing houses and "ready-print" concerns, these different organizations attending to the sale and distribution of the matter among the newspapers. This plan costs the committee a good deal less, and satisfies the papers better, on the whole. There is always a lot of scrambling among the individuals whenever anything worth while is to be given away "free, gratis, for nothins," and newspapers as well as individuals are prope to scramble under such conditions.

The matter sent out to the weeklies differs a good deal from that given to the daily papers by the local bureaux being mostly argumentative instead of news, and often carrying with it car-toons, political witticisms (sometimes alleged), campaign songs and portraits

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of party celebrities.

Professor's Criticism on Reformation of Drunkards

BY RUDOLPH R. SCHULDER, JR.

SEE by the papers," said the Professor, "that an institute for the cure of alcoholism has been established in New York City by the Salvation Army. They administer a treatment, it is said, that has been proved successful, and that many confirmed drunkards come to the clinics that are held daily in the Army hotel at Chatham square.

"That is a great work," I remarked, simply to agree with the Professor, for I was not paying much attention to what he was saying.

"A great work," he repeated. "Do you realize that this organization is dealing with one of the largest social problems confronting this Nation to-day? Do you realize that in dealing di-rectly with drunkenness an attack is being made upon one of the main bul-warks of evil?"

"Well," was my reply, "have not other churches as well as this one been striv-ing right along to eave men and women from drunkards' graves? The only dif-ference, that I can see, is that the Salvation Army is offering a treatment for

vation Army is offering a treatment for the disease."

"That is the whole thing in a nut-shell, you young fool," and the Profes-sor gave me a withering look of scorn, "It is the manner in which they are going at it. Quite true, other religious organizations have been wresting with this problem, but they stand up in their pulpits and work at long distance, as it were. Ministers preach against the whisky demon often discoursing for hours on the evil of drunkenness; but what are the results? Their work I of a negative kind and does not dea with the source of the problem. It deals with the effect-drunkenness-and no with the cause-man's weakness for drink

"To depict in lurid words the drun" and state, his starving children and diard's fate, his starying children and dirrupted home, does not besen the nisery in the world that is due to the
monster 'DRINK' which clutches in its
tentacles innumerable victims in every
city and hamlet. To tell the drowning
man to swim does not save him. You
must cast out the lifeline and haul him
in. This is what is being done in New
York. The work of the Salvaing Arms. York. The work of the Salvation Army is, therefore, a positive work. They open the door of hope to the drunkard and say, 'Come in, we will look after your wants while you take our treat-ment.' One poor sinner saved in this manner is more to be proud of than a thousand oratorical sermons on the curse of liquor."

I was not in the moed to enter into any discussion on the relative value of the work accomplished by the various religious organizations, and switches

Taken With Cramps.

Wm. Kirmse, a member of the bridge gang working near Littleport was taken suddenly ill Thursday night with cramps and a kind of cholera. His case was s severe that he had to have the members of the crew wait upon him and Mr. Gifford was called and consulted. He told them he had a medicine in the form or Coamberlain's Colle, Cholera and Diarrhoea Remedy that he thought would help him out, and accordingly several dose; were administered with the result that the fellow was able to be around next day. The incident speaks quite highly of Mr. Gifford's medicine -Elkader, lowa

This remedy never fails. Keep it in your home, it may save life. For sale by all ARE YOU FOND OF



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Drunkenness Cured.

A positive and permanent cure for drunkenness and the opium diseases. There is no publicity, no sickness. Ladies treated as privately as at their own homes. The Keeley Institute, 324 W. So. Temple, Salt Lake City, Utah.



Bald Heads Pay Only if Pleased.

Thousands in Use NOT ONE PAILURE.

Throw away all drugs and fake hair tonics, for they do more harm than good. They never did and never will restore a single hair upon any human head. Thousands live to-day to praise the wonderful achievements of the STANDAPED VACUUM CAP.

We candilly believe that it is the only method known to man that will positively and permanently stop hair from falling out, promote its growth, and restore hair upon hald heads if the remains within the follicles, no matter how claimed, because it is founded upon reason and common sense.

The above illustration shows the VACUUM CAP when applied to the head and gives an idea how its used. It is flitted air-tight upon the head and is connected by means of a small rubber tabe with a double-acting exhaust pump, which, when put in operation, extractat the air from boneath the cap, and thus creates a vacuum over the entire area of the scalp, which forces the blood to circulation sod you stop the growth open applied to the head and first in the purduction of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessity in the production of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessity in the production of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessity in the production of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessity in the production of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessity in the production of a normal growth of hair. The blood is the life, the fertilizer of every hair upon the head with an abundance of rich, red blood, which is the only necessit

656 New Nelson Block, Kansas City. Mo.

New Shirt Waists



HALF PRICE.

The Derby Waist.

the greatest Shirt Waist Sale of the Season, the result of a smart purchase of three hundred of the Celebrated Derby Waists, the merits of which are too well known to need further praise.

In the lot are Linens, Sheer Lawns and Dotted Swisses; Tucked, Lace trimmed and Embroidery trimmed. The latest effects and made with the new easy-to-iron sleeves. Sizes 32 to 44



Regular \$2.50 Derby Waists \$1.25 Regular \$2.75 Derby Waists \$1.37 Regular \$3.00 Derby Waists \$1.50 Regular \$4.00 Derby Waists \$2.00

Final Clearance Sale

will continue another week, and let us remind you right here, that when the Fall goods are placed on display at Z. C. M. I. there will not be a single article of "out-of-season" or old goods among them. Our policy is to buy carefully, not "over-stocking", and to sell our goods out in the season for which they were purchased, always starting each season with strictly new lines

We expect this week to

Clear Out Everything

in the line of Summer Goods and our price concessions are such that you will make a big profit on every article you purchase.

Many bargains (and some of the best) we can not advertise, as the lots are so small that we could not supply the demand which advertising would create. Notice our "Special" tables whenever you visit the store.

White Wool Goods in Canvas, Volles, Panamas and Crepes—standard goods which are bargains at our regular prices. One Half Price.

Fancy Parasols. Large and Handsome Line, Half Price. Children's Wash Suits. One Third Off.

Silk and Lisle Gloves, in black, white 20 to 25 per cent reduction

Table Damask, 15 special offerings, regular prices 20 to 25 per cent

Table Napkins, 26 different offerings. 25 Per Cent Off.

20 Per Cent Discount on all other linens, on lawns and white goods.

All Tuckings at Half Price.

Sheeting at Greatly Reduced Prices. About 40 special values in Bleach and Brown Pepperill, Utica, New York Mills, Bleach Muslin, Lonsdale and Butterfly Gambric, "Indian Head" and "Honest Width" Unbleached Muslin, etc. All honest goods and at prices which are named but once in a long while.

Our Remnant Counters are full of tempting bargains in white and colored Lawns, Dimities, Waistings, Suitings and Staple Goods at ONE HALF VALUE.

Ginghams, Calicoes, Percales, Twill Shirtings, Cheviots, Etc., All at Reduced Prices.

BIG SUCCESS



was our day at Saltair last Wednesday, and we thank our thousands of friends who helped make it so. By the way, it has been discovered that all those who won the dancing contests wore Z. C. M. L shoes or slippers. We have always known that our Shoes-Oxfords and Slippers were WINNERS and their genuine merits are winning us new business in this department every day. The reason why will be apparent if you investigate.



Napkins and Tooth-picks

are still being given away at our Drug Store and you can obtain them any day between 8 a. m. and Midnight, during the entire summer season.

Our next Grand Outing and Field Day will be at LAGOON, WEDNESDAY, AUGUST 17TH, 1904-- and you're invited

We'd like you to get acquainted with a little word not in the dictionary, but which will be one of the most populawords in the vocabulary of Utah people after September 1st. It's "KNEIPP" and it's pronounced K-N-I-P-E, K as in Kite It's always best to get the pronounciation right before going into details.